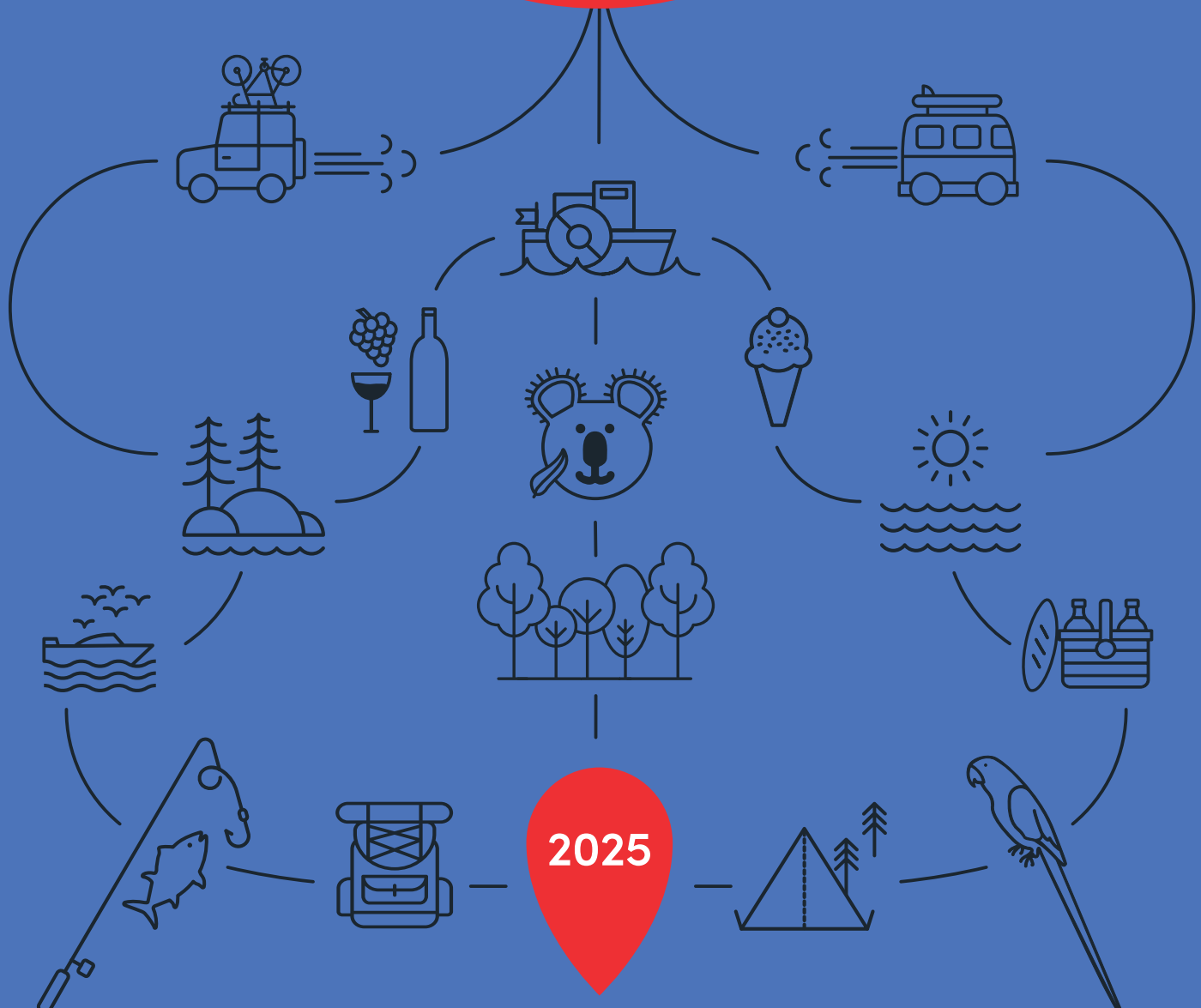


SOUTH AUSTRALIAN REGIONAL VISITOR STRATEGY



Realising the potential of the
regional visitor economy by 2025



ACKNOWLEDGEMENT OF COUNTRY

South Australia's Regional Tourism Organisation's, the South Australian Tourism Commission, and their collective stakeholders acknowledge Aboriginal people as the First People and Nations of the lands and waters we live and work upon.

We pay our respects to their Elders past, present and emerging. We acknowledge and respect the deep spiritual connection and relationship Aboriginal and Torres Strait Islander people have to Country.

Regional response priorities

Each region has a selection of experiences which reflect the strengths and priorities of that region.



Aquatic adventures



Beach / coastal



Camping



Caravanning



Cycling



Domestic visitors



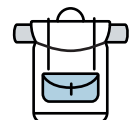
Family



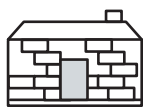
Fishing



Food, wine and beverages



Hiking



Historic



International visitors



Aboriginal experiences



Local produce



Nature / wildlife



Short drive
(close to Adelaide)



Long drive
(touring route)



Regional airport



Regional transport

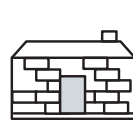


Water experiences



Wellness

Yorke Peninsula



VISITOR SPEND

\$220million

EMPLOYMENT IN REGION

1400 direct + 600 indirect =

2000 jobs

1 in 11 jobs
supported by the
tourism industry

POTENTIAL



VISITORS

	VISITS	EXPENDITURE
Day trips	727,000	\$58m
Overnight	565,000	\$162m
OVERNIGHT SPLIT		
International	8,000	\$4m
Interstate	63,000	\$21m
Intrastate	494,000	\$138m

OCCUPANCY AND RATES

	YORKE PENINSULA	REGIONAL AVERAGE
Occupancy	38%	51%
RevPAR (average yield of a hotel room)	\$40	\$76

428 tourism businesses

697 businesses listed on Australian Tourism Data Warehouse (ATDW)

Sources: International Visitor Survey, National Visitor Survey, Tourism Research Australia December 2019, STR Global, Australian Tourism Data Warehouse, Australian Bureau of Statistics, Regional Tourism Satellite Accounts 2018-19

Yorke Peninsula priorities

Yorke Peninsula's priority is to increase visitor expenditure and dispersal from intrastate and interstate self-drive markets. Developing new and promoting existing experiences that showcase the region's coastal lifestyle, wildlife and nature will be key.

Marketing

- Create awareness of Yorke Peninsula's accessibility, open space, and coastal landscapes with a focus on nature, wildlife, aquatic, Aboriginal, agritourism, art and heritage experiences.
- Target the intrastate and interstate drive markets via the Coastal Way touring route and other drive itineraries.
- Communicate the region's coastal lifestyle, vast variety of accommodation options, wildlife, produce and events to encourage greater interstate visitation and cross-regional exploration.
- Align the region's digital efforts with the South Australian Tourism Commission's digital marketing strategy and drive operator leads primarily through the Australian Tourism Data Warehouse.

Experience and supply development

- Encourage new operator experiences around potential gamechanger projects including Dhilba Guuranda-Innes National Park, Marna Banggara, Windara Reef, Walk the Yorke and Moonta Mines National Heritage Area.
- Create additional experiences and increase online bookable and commissionable products for the interstate and cruise markets.
- Increase dining options that celebrate and showcase seafood experiences and regional produce.
- Generate greater awareness and bookings for regional operators through the distribution system.
- Develop 32 new rooms around high-quality experiential accommodation and aim to upgrade 62 rooms (from 3 to 4 star) by 2025.
- Upgrade the accommodation options within the region's strong network of caravan parks.
- Maintain key coastal infrastructure such as jetties and boat ramps.
- Improve digital connectivity across the region.



Walk the Yorke provides more than 500 kilometres of continuous walking and cycling trails from Port Wakefield to Moonta Bay



Collaboration

- Evolve visitor information networks to meet changing visitor needs, drive greater dispersal and spend.
- Cluster operator experiences for marketing and travel trade purposes. Educate the industry on the benefits of packaging and collaboration.
- Activate the Coastal Way touring route to showcase a variety of local experiences and encourage dispersal and increased spend from repeat visitors.
- Rally local ambassadors and the community to promote the region to their families, friends, and networks.

Industry capability

- Raise industry capability across customer service and consistent standards of delivery, including opening hours.
- Attract, retain, and foster staff development to encourage a career in local tourism and hospitality.
- Advocate for funding opportunities for the tourism industry on Yorke Peninsula.

Leisure and business events

- Generate greater awareness of the region's calendar of events especially during low season.
- Promote new events and continue to build the appeal of the region's signature events (e.g. Kernewek Lowender, Yorke Peninsula Saltwater Classic, Yorke's Classic, Yorke Peninsula Field Days and Seafood on Spencer).
- Encourage longer stays from event visitors by showcasing the diversity of experiences on offer.
- Grow mass participation events using the region's strong sporting facilities.
- Create new leisure events and drive new business events across the region.



Moonta Mines National Heritage Area is amongst the most significant in Australia, illustrating the early mining mostly by Cornish immigrants.

PARTNERS



The key stakeholders are Yorke Peninsula Tourism; its funding partners, the Copper Coast, Yorke Peninsula and Barunga West Councils; Regional Development Australia Yorke and Mid North, Landscape South Australia Northern and Yorke, and South Australian Tourism Commission.



**LET'S BUILD A GREAT
FUTURE TOGETHER**

